

Travel to Regional NSW

Year ended December 2023



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	53,182	55,642	58,722	62,035	65,091	75,054	n/p	n/p	n/p	68,181	-
Nights ('000)	75,428	79,930	83,739	88,950	93,206	102,033	n/p	n/p	n/p	100,314	-
Expenditure (\$ million)	\$13,304	\$14,068	\$14,924	\$16,564	\$17,796	\$20,491	n/p	n/p	n/p	\$26,402	-
OVERNIGHT (international & domestic)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	19,541	20,444	21,532	23,657	25,320	28,069	n/p	n/p	n/p	27,509	-
Nights ('000)	75,428	79,930	83,739	88,950	93,206	102,033	n/p	n/p	n/p	100,314	-
Expenditure (\$ million)	\$9,810	\$10,498	\$11,077	\$12,535	\$13,355	\$15,306	n/p	n/p	n/p	\$20,186	-
DOMESTIC (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	52,544	54,957	57,954	61,181	64,221	74,198	50,989	47,423	62,122	67,505	8.7%
Nights ('000)	63,280	66,038	70,318	74,240	78,286	87,568	66,887	68,328	84,521	86,429	2.3%
Expenditure (\$ million)	\$12,609	\$13,170	\$14,059	\$15,529	\$16,775	\$19,462	\$14,430	\$15,125	\$23,762	\$25,451	7.1%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	18,904	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	4.6%
Nights (000)	63,280	66,038	70,318	74,240	78,286	87,568	66,887	68,328	84,521	86,429	2.3%
Average Length of Stay	3.3	3.3	3.4	3.3	3.2	3.2	3.5	3.5	3.3	3.2	-2.3%
Expenditure (\$ million)	\$9,116	\$9,600	\$10,212	\$11,500	\$12,334	\$14,276	\$10,839	\$11,657	\$18,491	\$19,234	4.0%
Spend per visitor per night (\$)	\$144	\$145	\$145	\$155	\$158	\$163	\$162	\$171	\$219	\$223	1.7%
Intrastate visitors (000)	13,639	14,151	14,928	16,855	18,182	20,181	15,727	15,136	19,190	20,232	5.4%
Interstate visitors (000)	5,265	5,608	5,836	5,949	6,267	7,032	3,593	4,199	6,457	6,602	2.2%
Intrastate nights (000)	42,357	43,173	45,200	49,983	53,610	58,687	51,596	50,291	58,573	60,104	2.6%
Interstate nights (000)	20,924	22,866	25,118	24,257	24,676	28,881	15,290	18,038	25,948	26,325	1.5%
Intrastate expenditure (\$ million)	\$6,293	\$6,593	\$7,009	\$8,076	\$8,600	\$9,894	\$8,672	\$9,050	\$13,348	\$13,872	3.9%
Interstate expenditure (\$ million)	\$2,823	\$3,007	\$3,204	\$3,424	\$3,735	\$4,382	\$2,168	\$2,606	\$5,144	\$5,362	4.2%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	8,963	9,291	9,720	10,461	10,994	11,985	8,604	8,981	12,322	12,070	-2.0%
Visiting Friends & Relatives	6,573	6,938	7,294	7,970	8,726	9,864	6,677	6,531	8,595	9,591	11.6%
Business	2,443	2,625	2,772	3,213	3,691	4,227	3,114	2,819	3,697	4,006	8.3%
Other	1,229	1,298	1,435	1,638	1,456	1,709	1,292	1,418	1,491	1,717	15.2%
Total	18,904	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	4.6%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	33,596	34,627	36,279	36,991	39,173	43,290	31,639	33,153	43,642	42,195	-3.3%
Visiting Friends & Relatives	19,762	20,725	21,794	24,598	25,181	27,767	20,003	21,191	26,401	27,940	5.8%
Business	6,948	7,422	8,128	8,681	9,983	11,924	10,564	9,548	10,827	12,011	10.9%
Other	2,975	3,264	4,117	3,970	3,950	4,587	4,680	4,437	3,651	4,284	17.3%
Total	63,280	66,038	70,318	74,240	78,286	87,568	66,887	68,328	84,521	86,429	2.3%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Regional NSW

Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	6,558	6,866	7,526	8,243	9,189	10,292	8,365	7,849	10,129	10,389	2.6%
Regional NSW	7,081	7,285	7,402	8,611	8,993	9,889	7,361	7,287	9,060	9,843	8.6%
Total Intrastate	13,639	14,151	14,928	16,855	18,182	20,181	15,727	15,136	19,190	20,232	5.4%
Victoria	1,682	1,859	1,771	1,964	2,007	2,367	1,126	1,450	2,255	2,287	1.4%
Queensland	2,227	2,245	2,606	2,448	2,612	2,931	1,422	1,536	2,461	2,586	5.1%
ACT	909	990	957	993	1,166	1,129	863	903	1,182	1,177	-0.4%
Other Interstate	447	514	502	544	483	605	182	310	559	552	-1.3%
Total Interstate	5,265	5,608	5,836	5,949	6,267	7,032	3,593	4,199	6,457	6,602	2.2%
Grand Total	18,904	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	4.6%

Age											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	5,866	6,186	6,343	7,430	8,075	8,646	6,103	5,960	8,372	8,355	-0.2%
35-54	6,858	6,839	7,341	7,808	8,447	8,765	6,619	6,593	8,498	8,825	3.8%
55+	6,181	6,734	7,080	7,567	7,928	9,802	6,598	6,782	8,777	9,654	10.0%
Total	18,904	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	4.6%

Travel Party											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	4,697	4,860	5,152	5,853	6,404	7,679	5,675	5,455	6,926	7,286	5.2%
Adult couple	5,087	5,413	6,027	6,280	6,616	7,329	5,199	5,360	7,105	7,469	5.1%
Family group - parents and children	3,932	3,945	3,855	4,160	4,356	4,530	3,347	3,218	4,500	4,678	4.0%
Friends/relatives travelling together	4,261	4,479	4,805	5,309	5,765	6,154	4,327	4,469	6,021	6,001	-0.3%
Other travel party	927	1,061	925	1,201	1,307	1,521	772	832	1,096	1,398	27.6%
Total	18,904	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	4.6%

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Travel to Regional NSW

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	637	685	768	853	870	856	n/p	n/p	n/p	675	-
Nights (000)	12,148	13,892	13,421	14,710	14,920	14,465	n/p	n/p	n/p	13,885	-
Average Length of Stay	19.1	20.3	17.5	17.2	17.1	16.9	n/p	n/p	n/p	20.6	-
Expenditure (\$ million)	\$695	\$898	\$865	\$1,035	\$1,021	\$1,030	n/p	n/p	n/p	\$951	-
Spend per visitor per night (\$)	\$57	\$65	\$64	\$70	\$68	\$71	n/p	n/p	n/p	\$69	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United Kingdom	107	127	134	142	143	132	n/p	n/p	n/p	120	-
New Zealand	89	85	97	103	108	102	n/p	n/p	n/p	97	-
United States of America	68	75	91	88	90	86	n/p	n/p	n/p	74	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	304	330	364	378	372	381	n/p	n/p	n/p	280	-
35-54	165	169	196	231	236	237	n/p	n/p	n/p	170	-
55+	168	186	208	245	263	239	n/p	n/p	n/p	225	-
Total	637	685	768	853	870	856	n/p	n/p	n/p	675	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	371	384	434	461	473	447	n/p	n/p	n/p	386	-
Adult couple	134	155	166	198	183	196	n/p	n/p	n/p	159	-
Family group - parents and children	54	60	74	89	86	101	n/p	n/p	n/p	53	-
Friends/relatives travelling together	66	72	80	90	105	89	n/p	n/p	n/p	62	-
Other travel party	12	14	13	16	23	24	n/p	n/p	n/p	14	-
Total	637	685	768	853	870	856	n/p	n/p	n/p	675	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	33,641	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	11.5%
Expenditure (\$ million)	\$3,494	\$3,570	\$3,847	\$4,029	\$4,440	\$5,185	\$3,591	\$3,469	\$5,271	\$6,217	17.9%
Spend per visitor (\$)	\$104	\$101	\$103	\$105	\$112	\$110	\$113	\$123	\$145	\$153	5.8%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	17,394	18,086	19,022	19,243	20,287	22,484	14,739	13,229	16,894	19,854	17.5%
Visiting Friends & Relatives	9,074	9,582	9,934	10,349	10,755	12,698	7,825	7,045	9,888	10,463	5.8%
Business	2,864	3,028	3,242	3,312	4,067	5,957	4,016	3,602	4,521	4,197	-7.2%
Other	4,309	4,503	4,992	5,474	4,663	5,846	5,089	4,212	5,172	6,158	19.1%
Total	33,641	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	11.5%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	11,551	11,833	12,264	12,780	12,991	15,460	9,563	7,828	11,644	13,458	15.6%
Regional NSW	18,540	19,620	20,818	21,384	22,029	26,386	19,701	17,776	21,325	22,733	6.6%
Total Intrastate	30,091	31,452	33,082	34,164	35,020	41,846	29,264	25,603	32,969	36,190	9.8%
Total Interstate	3,549	3,746	4,107	4,213	4,752	5,139	2,405	2,485	3,506	4,482	27.8%
Total	33,641	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	11.5%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	9,735	11,172	10,874	11,092	11,666	13,888	8,808	7,770	11,183	12,546	12.2%
35-54	11,758	11,328	11,962	12,622	12,946	14,678	9,724	8,545	10,916	12,243	12.2%
55+	12,148	12,698	14,354	14,663	15,159	18,420	13,137	11,773	14,375	15,883	10.5%
Total	33,641	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	11.5%

n/p = not publishable (sample < 40); '-' = not calculable

Regional NSW includes: Blue Mountains, Capital Country, Central Coast, Central NSW, The Hunter, The Murray, New England North West, North Coast, The Outback, Riverina, Snowy Mountains and South Coast.